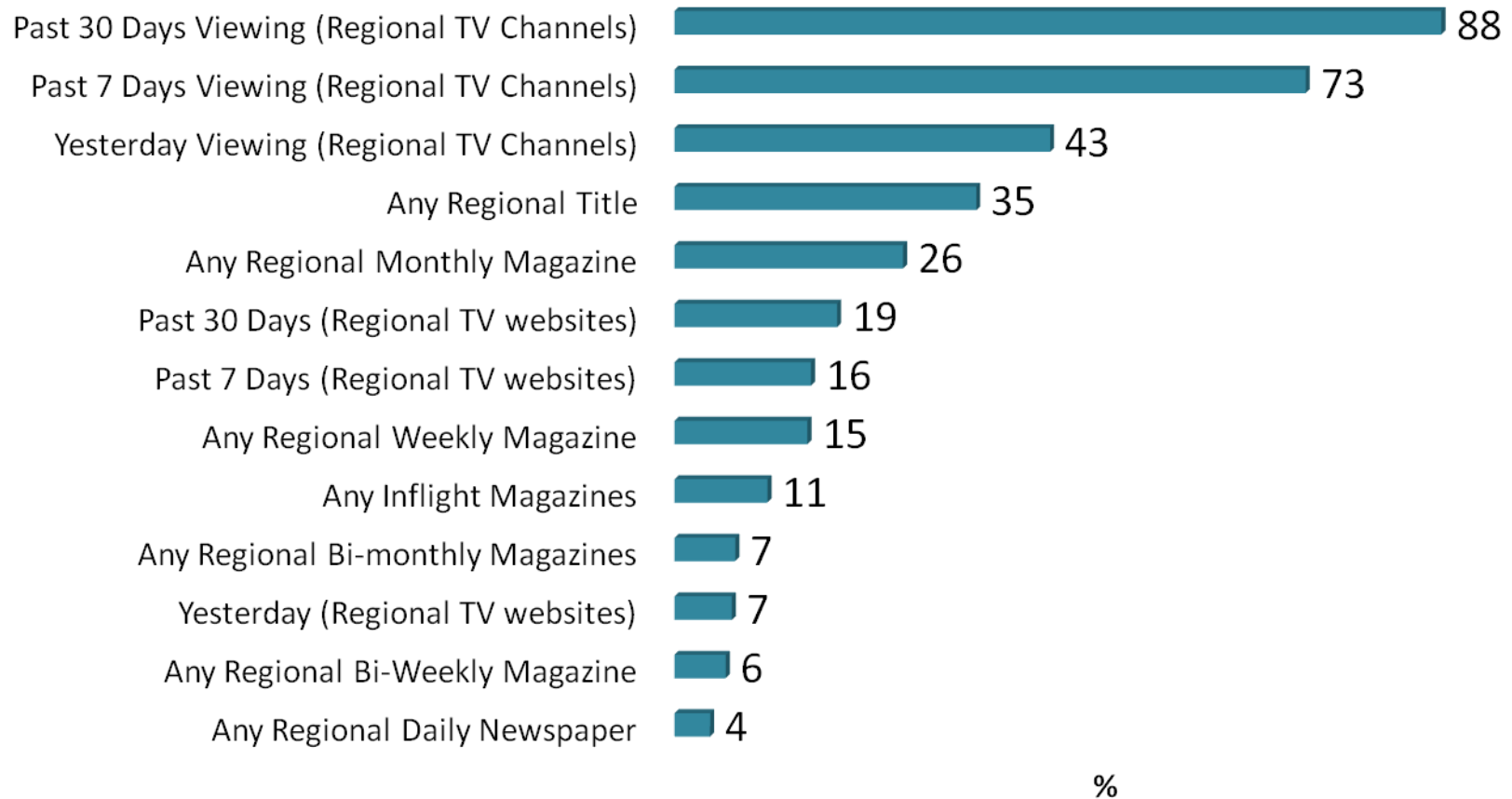


Malaysia: Kuala Lumpur elites media consumption

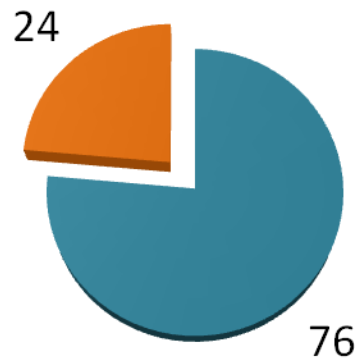


Source: Synovate PAX Q408-Q309

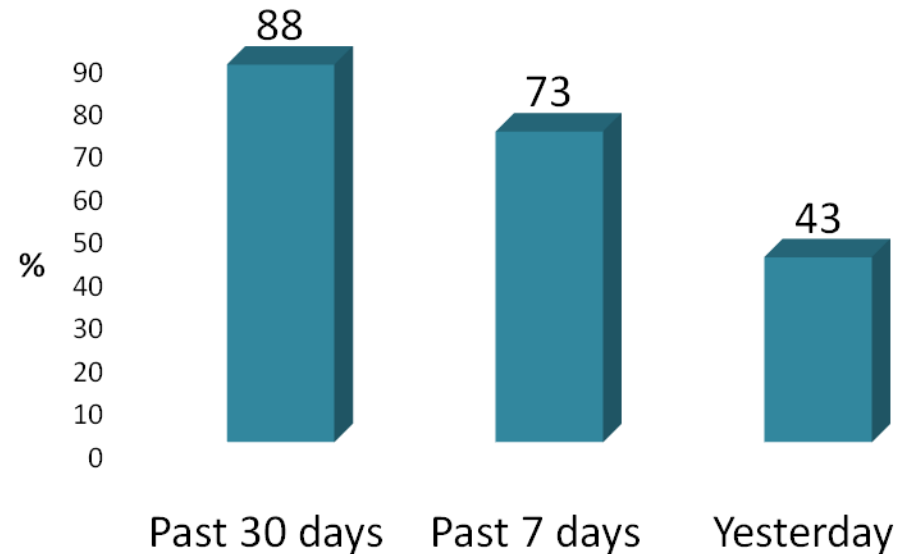
Malaysia: Kuala Lumpur elites

76% have subscription TV

- Have access to subscription TV at home
- Do not have access to subscription TV at home



88% watch regional cable & satellite TV



Malaysia: Kuala Lumpur Elites

Regional TV Viewers



Priority banking: 20.9%
Index vs. All : 127



1+ business trips: 27.2%
Index vs. All : 117



SLR digital camera: 24.0%
Index vs. All : 117

Source: Synovate PAX Q408-Q309
Base: Past 7 days viewers